

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #088080

Ms. E. Johns

J. A. CALDERON CO.

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Eileen:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with **July Salem Tear Tape** product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **\$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enc. Retailer Letter

Retail Customer List

30TR5AL.DOC

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JULY DELIVERY SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

43 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	2
12300-24195	Full Flavor 100	1
12300-24196	Light	3
12300-24197	Light 100	2

PRODUCT / DISPLAYS ARRIVAL:

JUNE 29, 1998

SHIP DATE TO RETAIL:

WEEK OF: JULY 13, 1998

EFT \$ AMOUNT:

\$2,596.88

PACKING / SHIPPING PAYMENT

\$56.00

(8 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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WHOLESALE : 088080 J. A. CALDERON CO., INC. <DIRECT>

TEMPLATE : 800438 80700 SAL 98 .30/1 NO

SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162232	354171	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY	14433	9	1	2	6	18	1149-0000	
162202	162232	406925	RICH & VERNIS	64 WASHINGTON ST	WATERLOO	NY	13165	1				1		
162202	162232	763306	WOLCOTT BARGINE CTN	6010 NEW HARTFORD	WOLCOTT	NY	14590	3	2	10	5	20	1149-0000	
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	3	1	3	2	9		
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	2	2	2	8		
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1		1		2		
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1	1	1	1	4		
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1	1	1	1	4		
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1	1	1	1	4		
162602	162225	757361	PERRY DOLLAR & MORE	35 S MAIN STREET	PERRY	NY	14530	1				1	1149-0000	
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1	1	1	1	4		
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	2	2	2	2	8		
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623			1	1	2		
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1		1	1	3		
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	1	1		3		
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611			1	1	3		
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	2	1	2	1	6		
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	1	1	1	4		
162604		442085	HESS 32324/F	975 RIDGE RD E	ROCHESTER	NY	14621	1		2		3	0353-0100	
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1	1	1	1	4		
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1		2	1	4		
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1		1	1	3		
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2	1	11	2	16		
162604	162621	527406	SHAIRI MINI MARKET	411 GENESEE ST	ROCHESTER	NY	14611	3	1	3	2	9		
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTI RD	ROCHESTER	NY	14612	1	1	1	1	4		
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSDALE	NY	14546	1	1	1		3		
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1	1	2	2	6	0362-0102	
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1	1		1	3		
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612			2	1	3		
162604	162621	664259	ZIADS MEATS & GROCE	452 PARSELLS AVE	ROCHESTER	NY	14609	5	2	1	1	9		
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1		3	1	5		
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				1		
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1	1	1	1	4		
162604	162621	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	2	3	2	3	10		
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1		6		7		
162604	162620	802169	DHALIHAL A-PLUS	2075 RIDGE RD E	ROCHESTER	NY	14622	1	1	1	1	4		
162605	162232	310838	BAROODYS INC.	372 EXCHANGE ST	GENEVA	NY	14456	5	1	2		8		
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	2	1	2	1	6		
162605	162232	602879	DOLLAR & MORE STORE	DBA DOLLAR & MORE	LYONS	NY	14489	5	4	5	2	16	1149-0000	
162605	162232	724735	J&S DISCOUNT STORE	418 EXCHANGE ST	GENEVA	NY	14456	3	3	3	3	12		

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 7

DATE: 98-04-29

TIME: 03:29 PM

WHOLESALER : 388080 J A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162605	162620	748807	CLAWSON'S GROC&DELI	1231 AYRAULT RD	FAIRPORT	NY	14450	1		2	1	4		

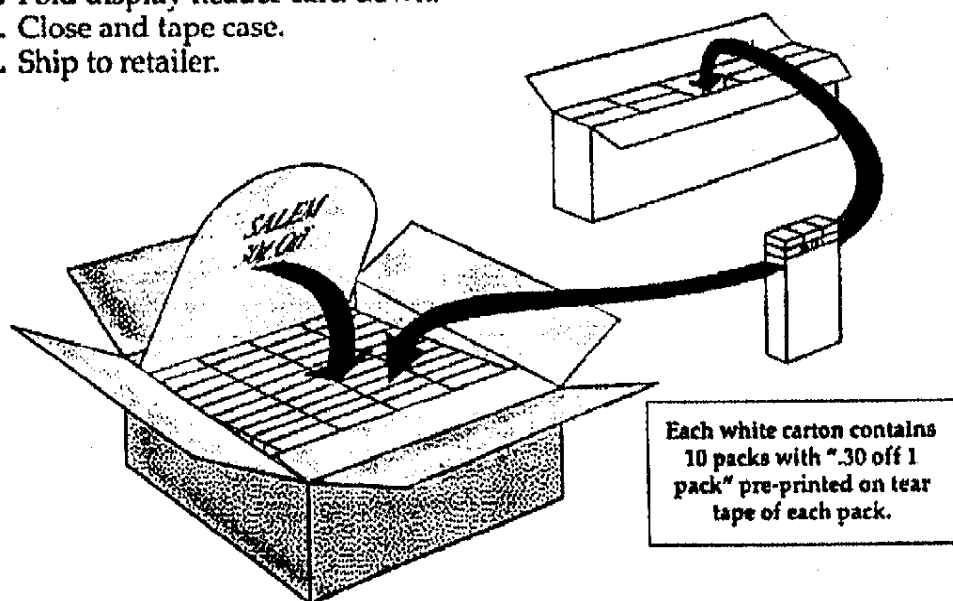
PAGE BREAK TOTAL ACCOUNTS 43 TOTAL QUANTITY 74 41 87 54 256

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WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE****3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style						
Number of Cartons						

9
5/11/98

51845 6502

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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